

BEFORE THE
FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, D.C. 20554

Dock. 9-92

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MAY 24 1990

Federal Communications Commission
Office of the Secretary

In the Matter of)

REQUEST BY A.C. NIELSEN CO.)
FOR PERMISSIVE AUTHORITY TO USE)
LINE 22 OF THE ACTIVE PORTION OF)
THE TELEVISION VIDEO SIGNAL)

DA 89-1060

To: The Commission

DOCKET FILE COPY ORIGINAL

ERRATUM

A.C. Nielsen Company ("Nielsen"), through its attorneys, submits the attached Erratum to its "Opposition To Motion To Withdraw Temporary Authority" filed May 21, 1990 ("Opposition").

Nielsen's Opposition contained an error in paragraph 17 on page 12, consisting of the omission from the last sentence of the paragraph of the word "not." As presently written, the last sentence of paragraph 17 is inconsistent with the meaning of the balance of the paragraph. The revision contained in the instant Erratum therefore does not alter the meaning of the paragraph or otherwise substantively change the Opposition.

Appended hereto is a revised page 12 of the Opposition with the error

corrected.

Nielsen respectfully requests the Commission to accept this Erratum.

Respectfully submitted,

A.C. NIELSEN COMPANY

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Dated: May 24, 1990

17. First, VidCode's proposal would completely undermine the whole purpose of a verification system. It is essential that an independent party encode the programming and commercial material that is being tracked and monitor the broadcast of such material in order to provide an independent verification that such broadcast occurred at a particular time, and for a particular length of time. If local stations were left to provide the encoding, there would not be such independent verification activity.

18. Moreover, the codes placed on the programming by each individual station almost certainly would lack uniformity. Thus, Nielsen would be forced to coordinate with each local station to interpret the respective stations' codes. Uniformity of the coding system is the foundation upon which Nielsen's system is built, in much the same way as the now ubiquitous Uniform Bar Code system for consumer goods requires uniformity of codes. Any alternative would involve a manual data collection and processing burden far too costly to be justified. If the uniformity were lost, the value of either of these systems also would be lost.

19. VidCode's proposal also assumes that each local station will be willing to cooperate with the in-station encoding and will have the personnel and time to undertake the burdensome task. Such cooperation would be unlikely in light of the size of the task, and would entail the unnecessary

Certificate of Service

I, Kimberly A. Smith, a secretary in the law firm of Gardner, Carton & Douglas, hereby certify that copies of the foregoing Opposition to Motion to Withdraw Temporary Authority were served this 21st day of May, 1990, by hand and/or first class mail postage prepaid on the following:

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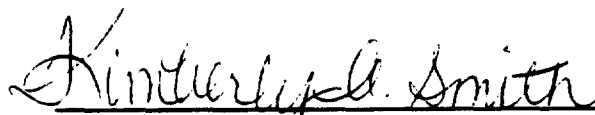
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